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B.A. (HONS.) Mass Communication III Year

Sub. - Advertising & Public Relation Paper-II

Syllabus

B.A. (Hons) Mass Comm. III Year

Subject – Advertising & Public Relation Paper-II

Unit-I	Definition of Public relations Nature. Characteristics of Public relations Objectives and functions of Public relations
Unit-II	Importance and scope of Public relations Concepts of Internal & External Public
Unit-III	Tools of Public relations
Unit-IV	Difference between public relations, Advertising, publicity, propaganda
Unit-V	PRO: Qualities & Duties.



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UNIT - I

What Is Public Relations?

Public relations is a strategic communication process companies, individuals, and organizations use to build mutually beneficial relationships with the public.

A public relations specialist drafts a specialized communication plan and uses media and other direct and indirect medium to create and maintain a positive brand image and a strong relationship with the target audience.

A Brief History of Public Relations

Public relations has been with us for thousands of years. The Greeks had a word for it: semantikos: to signify, to mean. Semantikos means semantics, which can be defined as how to get people to believe things and do things. In 50 B.C. Julius Caesar wrote the first campaign biography, Caesar's Gallic Wars. He publicized his military exploits to convince the Roman people that he would make the best head of state. Candidates for political office continue to publicize themselves with campaign biographies and accounts of military exploits to this day. In 394 A.D., St. Augustine was a professor of rhetoric in Milan, the capital of the Western Roman Empire. He delivered the regular eulogies to the emperor and was the closest thing to a minister of propaganda for the imperial court. Thus, St. Augustine was one of the first people in charge of public relations. The modern equivalent would be the President's press secretary or communication director. In 1776, Thomas Paine wrote "The Crisis," a pamphlet which convinced the soldiers of Washington's army to stay and fight at a time when so many were prepared to desert so they could escape the cold and the hardships of a winter campaign. Paine was a master of political propaganda whose writing could get people to do things and believe things. Benjamin Franklin made it a rule to forbear all contradiction to others, and all positive assertions of his own. He would say, "I conceive" or "I apprehend" or "I imagine" a thing to be so, or it appears to be so. Franklin pioneered the rules for "personal relations" in an era before mass media had made possible a profession called "public relations." In the middle of the 19th century appeared a man who was to become one of the leading publicists of all time, P. T. Barnum. His accomplishments include the founding of the American Museum and the



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establishment of the Barnum and Bailey Circus. Barnum was a master of promotion who could fill his enterprises with customers by using what we today would call sleazy methods of publicity. For example, he announced that his museum would exhibit a 161-year-old woman who had been Washington's nurse. He produced an elderly woman and a forged birth certificate to make his case. William Seward, Lincoln's secretary of state in 1861, gained a large American audience through his understanding of how to use the press. He told his friend Jefferson Davis (they were friends before the war): "I speak to the newspapers – they have a large audience and can repeat a thousand times what I want to impress on the public." Public relations became a profession in 1903 as Ivy Lee undertook to advise John D. Rockefeller on how to conduct his public relations. Rockefeller owned coal mines and the Pennsylvania Railroad. Miners were on strike and the railroad hushed up the facts when its trains were involved with accidents. Lee advised Rockefeller to visit the coal mines and talk to the miners. Rockefeller spent time listening to the complaints of the miners, improved their conditions, danced with their wives, and became a hero to the miners. After a railroad accident, Lee invited reporters to inspect the wreck and get the facts. The Pennsylvania Railroad then obtained its first favourable press coverage.

Lee professionalized public relations by following these principles:

1. Tell the truth
2. Provide accurate facts
3. The public relations director must have access to top management and must be able to influence decisions

Lee defined public relations, saying: Public relations means the actual relationship of the company to the people and that relationship involves more than talk. The company must act by performing good deeds.



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Objective Of Public Relations

The main objective of public relations is to maintain a positive reputation of the brand and maintain a strategic relationship with the public, prospective customers, partners, investors, employees and other stakeholders which leads to a positive image of the brand and makes it seem honest, successful, important, and relevant.

Advantages Of Public Relations

- **Credibility:** Public trusts the message coming from a trusted third party more than the advertised content.
- **Reach:** A good public relations strategy can attract many news outlets, exposing the content to a large audience.
- **Cost effectiveness:** Public relations is a cost effective technique to reach large audience as compared to paid promotion.

Disadvantages Of Public Relations

- **No Direct Control:** Unlike paid media, there isn't a direct control over the content distributed through the earned media. This is the biggest risk of investing in public relations.
- **Hard To Measure Success:** It is really hard to measure and evaluate the effectiveness of a PR campaign.
- **No Guaranteed Results:** Publishing of a press release isn't guaranteed as the brand doesn't pay for it. The media outlet publishes it only if it feels that it'll attract its target audience.

Functions Of Public Relations

Public relations is different from advertising. Public relations agencies don't buy ads, they don't write stories for reporters, and they don't focus on attractive paid promotions. They rather promote the brand by using editorial content appearing on magazines, newspapers, news channels, websites, blogs, and TV programs.



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Using earned or free media for promotion has its own benefits as information on these mediums aren't bought. It has a third party validation and hence isn't viewed with scepticism by the public.

The functions of public relations manager and public relations agencies include:

1. Anticipating, analysing, and interpreting the public opinion and attitudes of the public towards the brand and drafting strategies which use free or earned media to influence them.
2. Drafting strategies to support brand's every campaign and new move through editorial content.
3. Writing and distributing press releases.
4. Speechwriting.
5. Planning and executing special public outreach and media relations events.
6. Writing content for the web (internal and external websites).
7. Developing a crisis public relations strategy.
8. Handling the social media presence of the brand and responding to public reviews on social media websites.
9. Counselling the employees of the organization with regard to policies, course of action, organization's responsibility and their responsibility.
10. Dealing with government and legislative agencies on behalf of the organization.
11. Dealing with public groups and other organizations with regard to social and other policies of the organization and legislation of the government.
12. Handling investor relations.

PROCESS OF PUBLIC RELATIONS :

The process of PR, understandably implies a series of steps but essentially quality is in focus.

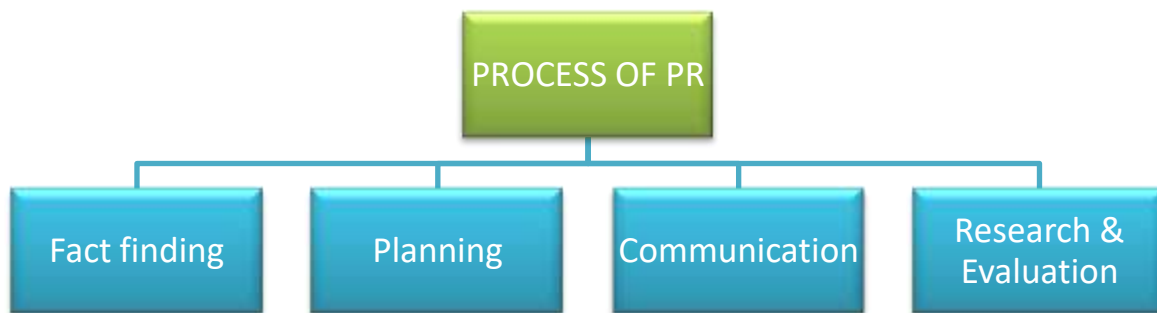


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A PR person particularly after joining must understand the corporate objectives, know various public. He has to find out the problems and challenges, strengths and weaknesses of the organization by personal as well as collective efforts.

Planning:

There are four primary reasons for planning PR programmes:

- To estimate costs and man- her involved.
- To decide priorities among multitude of operations.
- To act targets for PR operations
- To consider the feasibility of carrying out intended objectives according to available resources.

Communication – One of the most important human innovations in the new millennium are the increasing speed of information transfer. In essence, innovation in information transfer are bringing PR practitioners closer to stake holders who will ultimately utilize the information of relevance to them.

Research & Evaluation – Research & Evaluation will undoubtedly strengthen the PR profession. Research in PR is not a separate subject. The whole purpose of fact finding and planning will go haywire unless the Research & Evaluation objectives are kept constantly in view. Those are the very essence of a successful PR activity.



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UNIT - II

Importance Of Public Relations

With over 63% of the value of most companies dependent on their public image, public relations has become a very important topic today for numerous reasons.

In today's world, as a CEO or a manager of a company, you've got a lot of information to share. And sharing this information is vital for your success and development, because every customer's objective is to choose a reliable company to collaborate with.

The fierce competition obliges us to use every bit of resource we have. So, if previously the ultimate weapon to gaining consumer's trust was marketing, now PR became as much as important.

Of course, the primary focus of public relations is beneficial, but, above all, the best perk of PR is creating a positive public image and building friendly relationships with the media. And having such relationships, is directly connected to rise in sales.

IT,

Builds Up The Brand Image

The brand image gets a boost when the target customers get to know about it through a third party media outlet. A good public relations strategy help the brand builds up its image in a way it wants to.

It's Opportunistic

Public relations strategies make the brand capitalize on the opportunities. Google was in the news for donating to Ebola. Facebook promoted LGBTQ rights. Coca-Cola did a PR stunt against obesity.

These opportunities even attract many influencers to share the brand story to their followers.

Promote Brand Values

PR is used to send out positive messages which are in line with the brand's value and its image.

This builds up the brand's reputation.



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Strengthen Community Relations

PR strategies are used to convey that the brand is as much part of the society as the target audience. This builds up a strong relationship of the brand with the public.

5 Reasons Why PR is Important for your Company

1) **Damage Control** – Despite increasing your company's authority and social profile, PR plays a vital role in the times of crisis.

For example, imagine a competitor who starts to spread false, but persuasive/convincing unpleasant information about your company. It's natural, that the public awareness will increase and customers will slowly start to leave.

But how can PR help to solve/avoid such problems?

When rumors start spreading, PR specialist joins the game and states why the information is false. Of course, loyal clients taking our side is inevitable, but completely erasing their doubts is impossible.

Though, minimizing the damage taken is always the decision to make.

2) **Becoming a Brand** – Today's world's fierce competition has set a benchmark where publicity and quality take it all.

Customers always choose the leading brand on the market, because everyone wants to consume the best one available.

So, if you plan to compete with the sharks, keep in mind that you'll be getting nowhere, if your publicity is equal to zero.

Moreover, offering a quality product to your customer, will increase your reliability and authority and make it easier to become a brand.

3) **Social Networking** – The dramatic rise of the usage of social media, has skyrocketed the purpose of business in social networking.

Though, simply gathering likes and followers isn't enough to engage your consumers.

Moreover, without engagement, having social profiles is worthless.



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Today, social media is the best place to communicate a company's key messages. Social media is the best way to stay visible. And most importantly, a social network is the best place to build relationships and increase the number of customers.

So, under today's circumstances, not implementing PR in social media, equals to losing at least 30% of our potential customers.

4) **Stay Visible** – Visibility clearly shows the importance of public relations. Never let your customers forget that you exist.

Always keep them on track, inform them with your activities, explain what's going on with your company, ask them how to improve and try to build a friendly relationship.

This way, you can improve customer experience and the consumer will understand that they're the core of the company.

5) **Building Partnership** – In order to grow your business, establishing partnerships is essential, because having "strong" connections directly affects your company's authority.

And that's where PR department steps in.

PUBLIC IN PUBLIC RELATIONS

Let us understand the meaning of the concept Public: Publics are the interested audiences that are important in some way to an organization including current and potential customers, current and potential employees and management, investors, vendors and suppliers, media, government, and opinion leaders. They can be internal within an organization or external from an organization.

1. Internal Public of Public Relations

An idiom goes "Charity begins at home". If we want any good things to happen there should be change first from within. Understanding oneself or within is the basis of all transformation. It is in this context that internal public of public relations comes in. Internal publics are people employed by a firm or members of an organization and they are intimately related with the functioning of the organisation. Internal public relations is a special PR discipline which concentrates on enhancing companies relationships with the employees by facilitating good communication among the management and the employees, boosting their morale and giving them the right information at the right time.

Many corporate wizards like Hindustan Lever, Telco, Air India, Standard Chartered Bank, etc. suffered setback due to non-cooperation of its internal publics. In case of Hindustan Lever, its employees' union during their agitation called a press conference and exposed various anti-customer practices of the company. In Telco, after the



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agitation which was followed by strike and lockout during which many people lost their lives in the police firing, the company launched massive corporate image building advertisements in newspapers and on television, based on team work among its employees, but it failed to achieve its purpose. Whether it is employees of the company or its suppliers or shareholders, each one of them has special affinity and attachment with the company.

Internal Public of Public Relations includes Shareholders or Investors, Employees, Suppliers, Distributors, Retailers/ Dealers and Other business associations

Shareholders/owners/investors relations

Shareholder is the legal owner of the company. He provides finances to the company either as shareholder or as a long-term or short-term creditor. They are entitled to dividend, rights shares, bonus shares, discount coupons for purchase of companies' products or concessional usage of its services and gifts on special occasions like annual conference, anniversary or celebration. Shareholders deserve fair treatment, get statutory information, transfer of shares to them, information on change of address or non-receipt of dividend. However we see that most of the time the Company's PR function seems to be performed only in rebuttal or quick requital after the complaint appears in newspapers.

Employees Relations

Employees are the hands and feet of the company. It is through them that the company fulfils its objectives. It needs their cooperation and understanding on a continuous basis in all its activities including the public relations activities. The principle of self-respect, self-determination and self judgment are to be applied when dealing with employees. If the company is able to communicate well with the employees and seek their participation and cooperation, they can act as the best public relations agents of the company while dealing with their friends, relations, neighbours, and business associates. The leadership and management styles of our executives, their values, attitudinal profile, all undergo a sea-change in order to effectively deal with the situation.

Suppliers Relations

Suppliers are the business associates of the company who provide all types of raw material for the business activities of the company. Suppliers have a direct and crucial role in the functioning and profitability of the company. They have to supply the right quality and quantity of materials for the company. Suppliers need the company and the company need the suppliers. When the good gestures of supplier to the company are not responded with an equally good gesture relationship get strained. (Non-payment or delay of supplier's bill, high amount of rejection or raw materials, rude treatment). A good company cannot be happy if its suppliers are not happy because they are its business associates and they also have to make profit.

Ex. Automobiles co. Like MarutiUdyog, Telco, Eicher etc. depend heavily on their suppliers.

Distributors/Dealers/Retailers Relations



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“Distributors are the face of the company”. They are the link between the company and its dealers. The success of the business of a company heavily depends on the performance of the distributors/ dealers, more so in Indian economy where the knowledge of the consumer about the company and its product is relatively poor. Retailer/Distributors/ Traders are the friend, philosopher, and guide of the customers or clients. In order to build up the company relationship Internal PR needs to announce the various schemes available for them like prizes, discount, and provide them alternatives both monetary and non-monetary benefits.

Other Associate Relations

It comprises of promoters, Management consultants, lawyers, solicitors, auditors, friends and family members of the directors of the company and the advisers of the company. These people may not be forefront of the company but their role and influence on the working of the company cannot be undermined under any circumstances. Company needs to show care and give them due recognition for their work and support. Copies of company publications, annual reports, new issues, preferential issues etc., should be regularly sent to them to give them special feeling that they matter to the company and they are eligible for these privileges. Congratulatory letters on their birthdays, marriage anniversary, and special achievement is a good gesture.

What should Internal Public of Public Relations do?

They should Share key messages with all the members. Give recognition to people during birthday or when they receive award. Internal Publics professionals keep the image of the company fly high. Internal Publics of an organisation looks into the goodwill of its collaborators and maintain good relations. They take corrective actions when problems arise within the company.

External Public of Public Relations

External publics are people and organizations that are clients doing business with a firm or agency or company.

The subject matter of External Publics is that it concentrates on issues pertaining the values, policies, procedures and attitude of the company towards various groups of people in society. No company or organisation can survive and flourish and survive without the active support and cooperation of public.

External Publics of Public Relations includes Consumers/Customers, Community, Mass Media, Government, Financial Institutions, Action Groups and General Publics

Consumer/Customer

Customer is the centre of today’s business activity. A consumer is a person who purchases goods and services for personal use. An External PR needs to educate the audience pertaining the product or about the organisation and then get the suggestions of the audience. Present era of management belongs to marketing where every happening in the company revolves around the customer. Mahatma Gandhi , the father



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our nation, a very simplistic man in his lifestyle and who does not involve much in business yet understood the importance of customers deeply. He said, “A customer or consumer is not a means of business, but he is the purpose of business. He is not an intruder on our premises, he is our quest. He is the last inspector of our quality and he is always right”. Customer education, Market research, public opinion polls, customer satisfaction level, after sales services and constant relations is a must for company to public.

Ex. Customer meets, free servicing by Usha Sewing machine, Godrej typewriters

Community Relations

Looking after and protecting the interest of the community is the essence of community relations. Community represents that public which stays in the close vicinity of the company, its office, plants, warehouse etc. Therefore it becomes a social and moral obligation of the industry to compensate community for these losses by making its humble contribution. In gratitude to public companies need to provide various types of services like education service, sewage and sanitation facilities, employment facilities and health services and others. Participation in community's social and cultural functions, making generous contribution towards its success by giving donation and infrastructural support leads to goodwill and longer lasting relations between the company and its community.

Media Relations

Mass media gives mass exposure to company's activity. It includes Print Media and Electronic Media. With the improvement in transportation system, technology and increase in the literacy rate, newspapers, magazines, story books, comics, weekly newspapers, Radio, TV, and Internet are becoming more and more popular. The winning, dining, or gifting image of public relations practitioners is greatly due to how they interact with media. Mass media have always remain a very strong source of voicing opinion, building propaganda and influencing masses.

Government Relations

In a country like India, all major institutions for control of trade, business and industry are with the government. The purpose of the relationship with government seems to be disappearing because of vested interest of Individual or corporate. From the point of view of public relations government and its machinery can be divided into two categories depending on their characteristics, The public relation professionals have to ensure that without hurting the feelings of either of them and equally balancing their relationship with them, they have to pursue the objectives of their company, department and the profession.

Relationship with Financial Institutions

“Finance is the life blood of business”. Financial institutions have very important role in all commercial transactions of the company, commencement of business, its expansion and growth and even in retardation. Visit site and plant of the company, giving details



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of their projects, technical and financial collaboration and market projection helps the financial institutions to understand the company's plan better and thus gain more confidence. Timely submission of progress reports, payment of principal and interest amount and keeping financial institution abreast with the latest relevant information further helps the company to strengthen its credibility and goodwill with financial institution.

Relations with Action Group

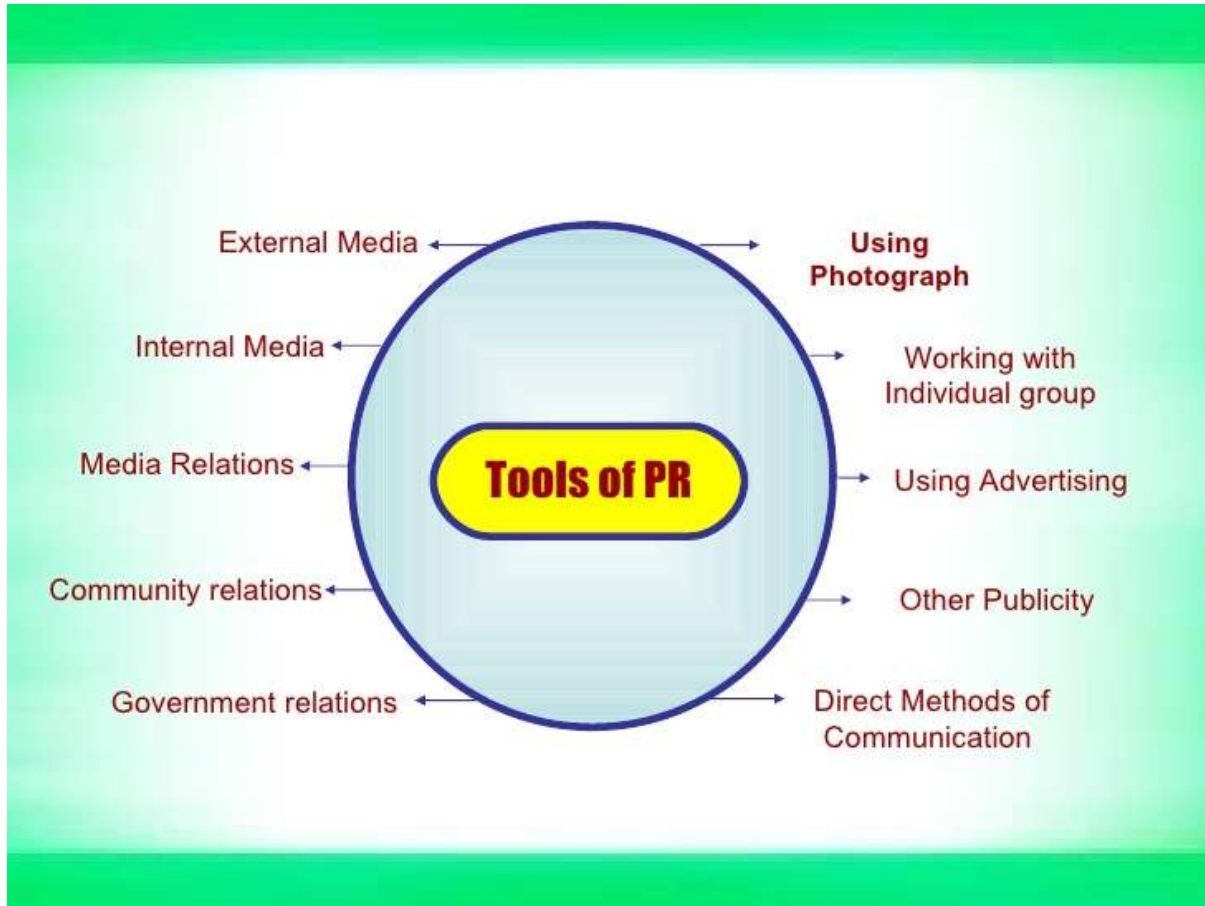
Action Group is a group of people that work together to try to achieve changes relating to a particular situation or in order to help a particular group of people. The enactment of Consumer Protection Act, 1986, and the framing of the rules in 1987 have been a major milestone in the role of Action group. It is small in number but very high in terms of their potential in building or exposing malpractices or inflict setback to the image and reputation of the company. They have high ego and esteem profile because of power, credibility and ability to influence masses. Relationship with them could be build up by regular dialogue, include them in the PR list and appreciate them.

Relationship with General Public

General public is the ultimate judge of all the activities of the company, based on which it will survive or die. They are the largest of all the external publics of a company and probably the most tolerant of all the public's. Interaction with general public is through Radio, Television, exhibitions, banners, hoardings, leaflets etc. is very important because they are the ones who will buy the product of the company. Companies need to show interest on social issues such as illiteracy, environment protection, pollution control to improve the quality of life of public and not just their 'Product or Brand' Most of the consumer goods companies whether it is Parle Beverages Ltd., or Cadbury India Ltd., have suffered massive setbacks whenever they got involved in some controversies.



UNIT - III



Public relations tools and activities

By using proven public relations (PR) tools and activities, you can promote positive attitudes and behaviours towards your business that will help convert interested consumers into customers.

PR tools are very cost-effective, and often give you a greater degree of control than more broadly targeted advertising campaigns. Consider using these PR tools to build your business's reputation.

Media relations



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Media strategies focus on circulating messages through media channels to manage how your business is portrayed by the media. Your media tools might include releasing media statements and fact sheets, offering on-site media tours to encourage journalists to report positive messages about your business, and using social media to get the attention of journalists and track journalists who report in your market.

By developing good media contact lists and building relationships with key journalists to pitch media releases and story ideas to, you can use local, regional or state media to:

- promote your business
- manage risks, issues or crises affecting your business.

Advertorials

Advertorials are advertisements in the form of news stories or reviews in newspapers. Advertorials allow you to associate your advertising with the credibility of the newspaper.

Many businesses employ advertising or marketing professionals to help them develop TV advertorials - which are commonly used as a form of advertising and product placement.

Social media

Social media lets you bypass the media and go straight to your customers. Using social networking sites such as Facebook and Twitter allows you to follow and be followed by journalists, drive web traffic, manage issues by responding quickly to criticisms or negative perceptions, and increase exposure for your business brand.

Newsletters

Print or emailed newsletters are a good way to promote your business, communicate with customers and keep them informed of new products and services.

Regular newsletters can strengthen your personal connections with customers and reflect your business brand and personality. A well written newsletter offers information of value to your customers.

Brochures and catalogues

'Take home' or mail-out brochures or catalogues can help keep your customers thinking about your business and its products and services.

Properly designed brochures and catalogues give customers confidence in you and your brand, and help drive customers to your website or store. Information contained in business brochures and catalogues can be effectively reworked for your website, helping you do business online.

Business events



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Events are opportunities for business people to gain exposure for their businesses, promote new products or services and make sure accurate information reaches targeted customers.

From a sales point of view, events are a chance to counter customer doubts and build customer confidence. They can also help you research your market and competitors, and build your mailing list. Make sure you go to the event prepared with marketing materials to disseminate and a way to collect information and customer details.

Trade shows are an opportunity for businesses to compete in their industry and share information with people in similar lines of work.

Speaking engagements

Speaking at events where customers are likely to attend helps position you as a leader or innovator in your field. As a business owner or leader, building your reputation as an expert also builds the reputation of your business - and draws new customers.

Events are valuable promotional opportunities even if you don't have top billing as a speaker. You will build reputation simply by having your business name or logo on the event listing, or delivering a presentation about a new product or innovation. Additionally, they provide valuable networking opportunities.

Sponsorships or partnerships

Partnerships and sponsorships are good for business. Supporting a not-for-profit cause can help build feelings of goodwill and loyalty towards your business. Community partnerships may involve an exchange of funds or in-kind benefits to grow a local community organisation in return for benefits that promote your business reputation.

Partnerships can help consumers identify your brand with good business practice and good ethics.

Employee relations

Your staff are ambassadors for your business and brand. Many larger businesses conduct employee relations - building their business culture and team relationships by sharing information, promoting involvement and instilling a sense of pride in business achievement. This can improve teamwork, staff retention and productivity, and ensure that staff are representing your business consistently and with the right messages.

Community relations

Building good relationships with members of the community where you do business helps build customer loyalty. Find out where the customers in your community live by collecting postcodes at point of sale.



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Engaging local stakeholders and decision makers helps build your profile and level of influence, helping you to attract more customers through word-of-mouth and ensuring your business interests are factored into community decision making.

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UNIT - IV

PUBLICITY - Meaning

A major element of public relations is publicity. It implies communication about a product or organization by the placing of news about it in the media without paying for time and space directly.

Though a company can manage to get talked about in the media without doing anything which is newsworthy, it will not help its cause if the readers or the viewers do not find the story about the company stimulating enough to take a note of it and register it in their minds. A big portion of the publicity budget is spent on maintaining relations with media with the hope that the media will feature the company more frequently and prominently.

This is wasteful. Instead the company should expend its resources in staging events, building associations, and doing other things depending upon the type of business the company is in, that the public would be genuinely interested in knowing about.

Savvy companies know the triggering points of public and the media attention and conduct themselves in a manner that invites the attention of the public and media. Their publicity endeavor does not end with courting the media. Media, anyway, will carry the stories that its readers and viewers will want to read and view.

Tasks of Publicity Department

Responding to requests from media which requires availability of well organized information of the company.

Supplying the media with information on events and occurrences relevant to the organization.

This requires developed internal communication channels and knowledge of the media.



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Stimulating the media to carry the information and viewpoint of the organization. This requires creative development of ideas, developing close relationships with media people and understanding their needs and motivations.

Characteristics of Publicity

One important task is to supply information to important stakeholders. Information dissemination may be through news releases, news conferences, interviews, feature articles, seminars and conferences. Publicity has five important characteristics:

Credible message: The message has a higher credibility than advertising as it appears to the reader to have been written independently by a media person than by an advertiser. Because of the high credibility it is more persuasive than a similar message in an advertisement.

No media cost: Since space or time in a media is not bought, there is no direct media cost; but someone has to write the news release, take part in interviews or organize the news conference. This may be organized internally by a press officer or publicity department or externally by a public relations agency.

Loss of control of publication: Unlike advertising there is no guarantee that the news item will be published. The decision is in the hands of the editor and not with the organization. A key factor is whether the item is judged to be newsworthy. The item must be distinctive in the sense of having news value. The topic of the news item must be of interest to the publication's readers.

Loss of control of content: There is no way of ensuring that the viewpoint of the company is reflected in the published article.



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Loss of control of timing: An ad campaign can be coordinated to achieve maximum impact. The timing of publication of the news item cannot be controlled.

PROPOGANDA

Both public relations and propaganda activities ultimately function to inform and persuade the public. They both engage in community efforts to get the public to invest in organizational platforms. They both use advertising and marketing techniques to attract interest. However, there is a marked difference between the two

What is the purpose of propaganda?

Initially, propaganda was only a tool to disseminate information, but more importantly, to present the reformed Catholic Church in a positive light. In fact, Pope Gregory XIII first used the word when he created a program to educate priests on how to educate and engage the public. Today's propaganda, though....

In its current incarnation, though, propaganda has a very negative connotation. Modern propaganda relies on distortions, and even lies, to persuade the public. Often referred to as spin, propaganda is used to not only shape and influence thought, but it is also used to control public opinion and individual thought.

How does propaganda affect you?

Propaganda can have disastrous effects on your world! Propaganda is often used to gain support and then control over public opinion regarding history, politics and government, i.e. in getting public support for engaging in wars. Worse yet, propaganda influences you to make decisions, big and small, that can adversely affect your quality life.



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UNIT - V

Public relations is among those industries that have undergone major shifts in recent years. Thanks to modern gadgets, improved connectivity, and social media, working in PR is now as fashionable as ever.

That said, although many graduates, would-be journalists, and careerists enter the sector each year, not everyone manages to successfully navigate the murky waters and make the most of the possibilities that PR presents. In truth, talented professionals possess several specific qualities of which the average pro is deficient. They know how to fight adversity, seize opportunities, pitch stories, maintain a positive image, cultivate strong media connections and build strategy.

Some of the characteristics that distinguish an accomplished PR pro from an average PR :

1. Flexibility

It's difficult to come up with a career that demands as much flexibility as public relations. Clients change their plans without notice, and situations arise out of the blue. In social media channels, for instance, one lousy post can bring down the entire ship. To be a good PR pro, you need to have the ability to handle whatever comes your way, in the most efficient way possible.

2. Meticulous learning

Becoming a well-rounded PR person is not a walk in the park. The climb to achieving a consistently reliable and savvy reputation largely depends on your ability and willingness to learn.

Sure, there's always the pressure for newbies to make an impact, but no entry-level professional gets a new job and immediately starts advising the world's biggest brands on high-profile issues. The best young PR pros understand that there's so much to learn from watching co-workers, noting their accomplishments and learning from their mistakes.

3. Collecting information

A PR pro's day job involves active interaction with the world and the people in it. They must, therefore, stay on top of everything that's happening, both in and out of their core sector.



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Successful PR professionals know how to harness information from the news and current affairs and use it to craft ideas that keep them and their clients fresh and updated.

4. Seeing the bigger picture

The end goal of public relations is to put a business or an organization on the right path to success. While getting lost in the social realm of PR is easy, it's essential not to overlook the role you play in the company's profitability. Before acting, a good PR pro will stop to think whether the desired result has any contribution to the bigger picture -advancing the business.

5. Building relationships

Relationships are everything in PR. One of the core purposes of the profession is establishing lasting connections with clients and the general public. Success in PR, therefore, inclines on a professional's ability to maintain rapport and bridge communication chasms by cultivating quality conversations and nurturing personal relationships. As a PR pro working for a brand, you must be responsive, helpful and friendly to every inquirer.

6. Knowledge

You may survive in public relations by merely establishing strong relationships, but if you wish to make it out of the bullpen one day, start by getting conversant with your products and services. If you're working for a tech company, for example, make an effort to learn about the latest gadgets on the market, the preferences of customers, and the moves that competitors are making.

A fruitful career in PR requires that a professional maintains a firm grasp of the product they're promoting because that is what makes them invaluable to clients, journalists, analysts, and everyone else seeking information.

7. Strong writing

Although content development has taken a broader meaning lately, the foundation of public relation is still heavily reliant on the creative articulation of information. Above average writing skills are therefore imperative in PR. With your colleagues and clients asking for anything from



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finely-crafted press releases to compelling blog posts, you should be able to convey your stories and ideas in the most creative, flawless, succinct, and accurate way.

8. Honesty

Strong writing is one thing but, to maintain a positive image, it's crucial that your reports remain clear and truthful at all times. Always ensure your statements address the situation at hand in the best and most elaborate way, without covering up or sugarcoating anything. Great PR pros are never afraid to speak the truth.

If you cannot provide the answers required in all honesty, consider waiting until you can. This will solidify your reputation as a reliable and steadfast PR professional.

9. Attention to detail

The digital age has placed brands on the edge and under the lens. Today, every step that involves communication to the community and the media requires careful review and planning. When left unchecked, even the smallest error can morph into a full-blown PR disaster.

Desirable PR professionals are those that can pick out the tiny issues and deal with them before they become a problem. While it is not possible to guarantee perfection, especially when you're new to the job, an avoidable mistake can bring your career tumbling down.

10. Thick skin

Lastly, the PR profession is not for the light-hearted. You'll get knocked to the mat more times than you can count, and how quickly you can shake it off will determine how quickly you climb up the ranks. As a modern PR pro, you need to learn to withstand criticism and accept the decisions of your clients without taking offense. An excellent professional is never discouraged by critique and rejection. Instead, they embrace and learn from them.